

OUTDOOR RECREATION TASK FORCE

DRAFT MEETING MINUTES

Thursday, June 30, 2005

10:00 a.m. – 2:30 p.m.

Utah State Capitol Complex, East Building

First Floor, Olmsted Room

MEMBERS/ASSOCIATE MEMBERS PRESENT

ANDERSON, Nan	Utah Tourism Industry Coalition
CUTLER, Riley	Wasatch Touring - Owner/Manager
DEAVER, Mike	Co-Chair , DBED – Division of Tourism
GARCIA, Suzanne	Bureau of Land Management (BLM) (for Katie Kitchell)
HANSEN, Mike	Manager, State and Local Planning
KORENBLAT, Ashley	Western Spirit Cycling
LUCAS, Larry	US Forest Service (for Gordon Williams)
MCKEE, Michael	Uintah County Commission
OKERLUND, Ralph	Sevier County Commission
RASMUSSEN, Roddy	Petzl America
ROY, Cordell	National Park Service
STEVENS, Lynn	Public Lands Policy Coordination Office, Coordinator
STOWELL, Dennis	Iron County Commission
ZUMWALT, Glen	Big Pine Sports; MACC (Multiple Access Conservation Coordination)

MEMBERS EXCUSED

HERBERT, Gary R.	Co-Chair ; Lieutenant Governor, State of Utah
METCALF, Peter	Black Diamond
STYLER, Michael R.	Department of Natural Resources, Director
TULLIUS, Mary	DNR, Director, Division of Parks and Recreation

GUESTS/ PRESENTERS

BURR, Steve	Utah State University – Institute for Outdoor Recreation and Tourism
CURTIS, Wes	UCRL (Utah Center for Rural Life) at SUU (Southern Utah University)
DURTSCHI, Steve	Backcountry Pilots; MACC (Multiple Access Conservation Coalition)
HAMILTON, Bruce	Utah State Parks & Recreation
PETERS, Matt	AGRC (Automated Geographic Reference Center)
ROBERTS, Amy	Outdoor Industry Association (OIA)
VON DER ESCH, Leigh	CED; DBED; Film Commission Director

STAFF

BOHN, Laura	Project Manager, GOPB (Governor's Office of Planning and Budget)
NEILSON, Nancy	GOPB – Administrative Assistant

I. Welcome and Introductions – Mike Deaver

Mike Deaver called the meeting to order and everyone in the room introduced themselves.

II. Public Input

N/A

III. Approval of Minutes – Mike Deaver

One change will be made to the minutes. On page 5 the website for Utah State University Institute of Outdoor Recreation and Tourism should read www.extension.usu.edu/cooperative/iort.

Action item:

Commissioner Ralph Okerlund made the motion to accept the minutes with the above change and Commissioner Michael McKee seconded the motion. The motion carried.

IV. Review of new Executive Order Draft – Laura Bohn

The final draft of the “*Jon Meade Huntsman, Jr., Governor, Executive Order*” was provided. The subtitle states: “Creating the Outdoor Recreation Economic Ecosystem Task Force.”

Two additions (number two and number six) were made to the executive order by Kevin Knight and Laura Bohn according to those agreed upon by the Task Force at the last meeting. Number two states, “*This Task Force, executive order, and the provisions thereof constitute phase I of an ongoing initiative, and it is expected that phase I shall be completed, and this executive order supplanted or revoked, on or before July 1, 2007.*” Number six states, “*It is anticipated that all members shall serve terms concurrent with phase I, ending on or before July 1, 2007.*”

There was a question about the three non-voting task members at the table and the explanation was that otherwise the Task Force would be too large.

Attention was made to number three by Mike Deaver which states, “*The Task Force shall: a. identify Utah’s premier outdoor recreation destinations and natural assets:*

- i. identify the state’s ‘recreation gems;’*
- ii. identify the state’s rural ‘recreation economic ecosystems; or areas of the state with a focus on public recreation land opportunities, wild lands, cultural and heritage resources which deserve preservation, recognition and coordinated management;’*

Mike Deaver asked, “How do we identify, promote and protect where we need to, all of our environmental and recreation ecosystems; and then suggest plans to that effect?”

V. Potential New Members Proposal – Mike Deaver

Glen Zumwalt was thanked for his service. Glen served a two year term with the Task Force and that term ends on July 1, 2005. He has nominated Steve Durtschi to take his place on the Task Force.

Two new potential members of the Task Force were asked to say a few words. First, **Steve Burr** of Utah State University’s Institute of Outdoor Recreation and Tourism (IORT) said that the institute is a result of a Senate Bill passed in 1998. “We are a line item on the annual budget for the state. And being associated with Utah State University, the land grant

institution of the state, we have the charge of research, extension or outreach, and then teaching.” Under teaching there is a Recreation Resources Management degree for either the undergraduate or graduate level. The institute does a variety of research projects “for the Park Service; the Forest Service; the BLM, the State, State Parks, collaborating with UTIC; Utah Office of Tourism, and the Super Host Hospitality Training Program.” Steve acts as an extension specialist in Outdoor Recreation and Tourism which is a unique position. He said they are happy about bringing their expertise to the Task Force.

Second, **Nan Anderson** will represent UTIC (Utah Tourism Industry Coalition) which is the trade association for the tourism industry. They helped forward the funding for the tourism legislation that Senator Scott Jensen sponsored. They worked closely with the Utah Office of Tourism as well as with other industry partners like the lobbyists for the Hotel Association and the Utah Restaurant Association and others. “We appreciate being included in this group and look forward to working with all of you; probably representing the marketing and promotion side.” Mr. Burr will represent the academic division and Nan represents the ‘industry marketing division’ for the Task Force according to Mike Deaver.

Four more members will be added including: Jenny Wilson, a nominee, who is a Salt Lake County Council member; a rural County Commissioner; a representative from the Outdoor Recreation Industry; and another from the Tourism Industry.

VI. Outdoor Recreation Cluster and Rural Summit – Wes Curtis

Wes stated that he is not representing the administration and their cluster initiative but is speaking about his experience with the initiative. “From the beginning, with this Task Force there have been two sides to the coin. One is the preservation of our outdoor recreation assets or recreation gems, whatever you want to call them. The other side of the coin is the economic aspects of outdoor recreation. I have been a believer that the best way to see success on the preservation side is to find success on the economic side. And to the extent that you can build economic success based around those assets the more value those assets will have and the more people will recognize the economic value in preserving those assets. This economic and business side of outdoor recreation is critical to the success of your objectives as a task force.”

“A cluster is a grouping of companies within an industry that have things in common where they can work together in a ‘*coopetition*’ manner to advance in and grow their industry...” (‘providing sustainable and competitive advantage’). See handout, “Utah’s Cluster Initiative.”

“What is Utah’s Cluster Initiative? Establishing clusters enables Utah companies to better leverage our regional strengths and global market opportunities to help build and sustain economic growth in key targeted areas.” (See handout, “Utah’s Cluster Initiative”. Friday, June 24, 2005; Governor Announces Utah’s Economic Clusters.)

Wes also said that, “Napa Valley is an example of clustering. The only thing they had going for them in the area were warm days and cool nights. Growing grapes was conducive to this climate so they have developed world class wineries. But along with just growing grapes other things have become part of that cluster including the wineries, the research, and tourism, etc. They have a world renowned product. This gives them a competitive edge to other places around the world.”

Supporting a cluster is really trying to identify where current strengths are in the State's economy and investing in those strengths. It is seeing what can be done to make things even stronger. The idea then is to identify these clusters and see what can be done to bring businesses together to see what they can do to cooperatively grow their industry and at the same time seek to remove any obstacles that may be in the way of growing their industry.

How do you make this task force into a vital economic engine? Rural communities don't have an edge in industry but if you _____

See: http://rss.dced.utah.gov/ee/index.php/ed_clusters/

Outdoor Recreation Cluster - Leigh von der Esch

"Cluster... is the grouping of core strengths in the industries that we have in this State and what can we do to expand and support it and what government can do and what can we do to help the entrepreneur...? With respect to Outdoor Recreation as a cluster one of the things that Mike Deaver and I are looking at is the opportunity to create custom itineraries with respect to activities and with respect to various amenities that are offered throughout the state. With respect to Outdoor Recreation we want to partner that whole area as a cluster to the tourists and the visitors that we are trying to attract. One of the things that Mike and I saw in Berlin was a tremendous interest for customized vacations where they could do a continuous (itinerary)."

"Mike Deaver is very good at explaining how you make it easy for the customer to access what you have to offer." We will have 'one sheets.' If you want to do birding the 'one sheet' will show you where to start in Bear River and move down to Davis County where you can walk along a trail to view eagles; or if you want to do birding on a bike you can go to another destination and then you can do bird watching on a kayak if you like....and finish your trip at Lake Powell. For us it is a matter of identifying those types of activities. (She also spoke of a BLOG site) They are working on a website. It is an activity business.

Ashley suggested this information be on a web page. When people plan their trips they go to the web. If tourists want to use an outfitter have a list of bird watching across the state and the outfitters for those areas. Have a kayaking page with those outfitters across the state listed. Create a search where they can type in 'birding' and have the information there that they need. "Having a web presence in all of these areas is a big project." (Funding?) This could also be a (web) mechanism for retailers to tell you what they have and what IS. 'This many fishing licenses were sold,' etc.

Leigh also said that the goal is to make it easy for people to put their own trip together. This is our vision for clusters. It would be effective to have testimonials on the web about places people have been in Utah. Wes said, "If you look at rural Utah and ask yourself, 'Where do we have a world class competitive edge and in what industries;' there aren't very many that would meet that criteria but with our outdoor recreation assets we can meet the criteria. Nobody has the package that we have!"

Leigh mentioned the 'listening tours' that she and Mike Deaver are planning to start as early as August. Because Utah has so many State Parks; five star restaurants; 'state golf courses that people in other states would die for;' and many other spots they want to hear about the 'best of the best.' They want to reach out and get testimonials about these places and the

acknowledgements they have received. They are also informing the public of the real fire situation instead of the 'out of proportion' perspective that the media presents. Also, they hope to see more businesses come to Utah for an increase in jobs.

According to Wes the cluster initiative needs to be the people's initiative. The incentive to attain funding (Leigh has funds available now in her agency) may be the driver for private businesses to come to the table with the clusters they desire to have. These meetings would be facilitated by the State.

Other comments made:

Steve Burr basically said that in some areas rural Utah doesn't want to lose their quality of life so a listening tour would be a good thing as well as the survey and especially working with the county mayors, etc. He cautioned against promoting places without the local input.

Wes Curtis mentioned that Wayne County does not want more windshield tourists but they do need more business. How can we benefit the local businesses? What are the private sector interests? Utah Guides and Outfitters Association is a good place to start (Denise Olblack).

Commissioner Ralph Okerlund commented, "It's really important to get around to those local entities. Also, the reason of being able to coordinate efforts so that we're not both 'beating the same drum' we may be able to coordinate our efforts to the point where you can do something for us and we can do something for you; 'local government for the State and vice versa.' At our Fall Jamboree, we have had people come from Germany for the past 12 years. We target other states interested in ATV's like Georgia, Florida and California when we do our promotions. We could do some good for one another (our cluster or the State) when we do those promotions.

Leigh von der Esch stated, "There is an aspect to this which I find really intriguing. One of the weaknesses in the tourism industry is that we don't do a lot of long range planning. So the opportunity to look at clustering and moving forward from that will help local organizations, the county travel councils, the regional DMO's and then up to the State and help us look at the long range plans for tourism. It's exciting! If it's proposed properly, especially in the rural areas they will see the vision and look forward and jump onto this."

Roody Rasmusson said that Salt Lake has become a cluster for outdoor recreation companies. They move here because of this fact. Roody's company moved here in the late 1990's and Peter Metcalf's company moved here in the 1980's. There are ski companies rising and all sorts of outdoor companies over the next year including Scott Smith's. Gravel (sp?) is another climbing equipment company that is coming.

The outdoor opportunities are at your door step and that is really what drives the influx. "You can get great employees here. People are here because they love being here. They want to live here and they want to raise their families here. It's really an ideal opportunity in the greater Salt Lake Area. Also, the people that come to our Outdoor Retailers Show end up extending their stay; traveling to Southern Utah; on up into Northern Utah and to the Tetons and generally to the five or six hour circle that surrounds Salt Lake."

“Because the Outdoor Retailers Show in Salt Lake City is the largest one in the world, the European version of the show is in Germany and purposely scheduled right before ours.”

Rural Summit:

The 18th Annual Utah Rural Summit will be held August 11-12th in Cedar City at SUU. This is primarily for the state, federal and local officials from rural Utah but some do attend from the private sector.

There will be breakout sessions on one of the days to focus on outdoor recreation. We asked for suggestions for names of people who could serve on a panel for one of the days. Ashley will follow up with that request.

VII. Update on Recreation Gem Sites Identification and Survey – Laura Bohn

Marketing for the survey site on the radio is ongoing and both Ashley Korenblat and Coordinator Lynn Stevens have made radio announcements. The site will remain open for the duration of the summer because there are counties that will be completing the survey.

Update. Laura reported on the data received from the public survey and said that 123 sites have been identified in 22 counties. The county site which is a hidden one showed 27 sites in 7 counties. Davis County had entered their information on the public survey site instead.

It was suggested that the survey be opened up to recreation groups.

Commissioner Okerlund reported on the action taken by Sevier County as a result of the survey data received for their county. They brought together interested groups like Utah Horseman, ATV and bicycle groups, and others, and they met with people on their Travel Council to review the data. Then the Travel Council actually made a recommendation to the County Commissioners. They recommended two gem sites:

1. The ATV Trail
2. Fish Lake/Fish Lake Basin

See: <http://utahreach.org/ruralpartners/surveys/recgem/rgstats.cfm>.

Mike Deaver said that in regards to tourism a complete inventory list of the State is needed. What is everything we have to offer? We curtail some promotion because counties feel they are overexposed or overused and that is what we're all about. How do we develop management plans for the assets?

LUNCH

VIII. Proposal for a Gem Sites working group – Ashley Korenblat

Ashley made a proposal regarding working groups that would evaluate recreation sites from the ground up. “The goal is a statewide inventory of recreation sites.” Categorizing the sites by need tells us which ones need infrastructure, which have no infrastructure; which ones need promotion; which are endangered; (Which ones are sustainable?) and what is the desired quality of life in the area? There are different categories.

There are two ways to get the data. One is through survey - where people tell us about it and the other is to look at the ground and go from the ground up. Have working groups meet with the land managers on their land for a couple of days, county by county. The land managers know about the land and what IS. They know where people are hiking and what the issues are. The survey can't give us our inventory it isn't complete enough." What do we have go do for the next 100 years to ensure Utah's future in Tourism? The survey is public so these meetings would not need to be public.

Some of the discussion points were as follows:

- Gem Site working groups would be a very involved process and will require funding. Mike Deaver will follow through on the funding issue.
- Procure all of the county travel brochures to understand what they are promoting to use as a resource in 'working group' meetings.
- The Task Force could move ahead with the counties who have responded to the survey. Counties have already met with their citizens. It would be easy to bring in land managers and see if the information fits.
- The inventory is already there. The Leavitt Administration had the Trails Initiative that resulted in all seven regions of the State identifying and mapping 300 trails. Cordell Roy of the National Park service noted that we have six national monuments; five national parks; one national historic site – Golden Spike; and one national recreation area at Glen Canyon Dam.
- The Forest Service and BLM have updated information that has required an immense amount of time. The Forest Service has a complete management plan and the National Visitors Use Monitoring Database. The BLM has the Recreation Management Information System. Both are huge reports.
- Synthesize data already out there and get people talking.
- By using the seven regions (example: Panorama Land), the under promoted areas could be identified and what counties want more tourists. Then get the information into a workable format.
- 20 places at most per county. Narrow it down. Market the premier jewels.
- Find those locations that need attention. It turns tourists off to find unkempt restrooms.
- Are the world class recreation destinations reaching their potential? What needs to be done for long term protection?
- The goal is seamless. Develop itineraries for continuous touring.
- Standardize the permit process so it doesn't require 7 permits for 1 vacation.
- Recreation in some areas does not mean tourism. There are some areas to promote and some not to promote.
- There needs to be a balance between tourism and energy extraction. When is it not good to promote one or the other?
- **Tax issue/The Apple Initiative**
 1. According to Commissioner Okerlund, 80-97% of the land in some of the counties in rural Utah is federally owned. The counties have no taxing authority on those lands. In a Pennsylvania county 97% of the land is privately owned with only 3 % publicly owned. They can tax that entire 97% and 'take care of business.' Here in Utah so much of the land is owned by the federal government that it creates a great burden at the local level.
 2. The Apple Initiative is requesting that there be a fair tax on federal lands for the local governments to be able to run their schools and other programs.

“Until this happens our State economy is tremendously stifled by public lands.” (R. Okerlund)

3. PILT funding is also inadequate according to the rural representatives.

Mike Deaver recommended five groups to contact:

4. Marketing – travel committees
5. Land Management
6. Counties
7. Research groups (like IORT)
8. State Tourism Office

It was unanimously decided to start the Gem Site Working Groups within the month and thus have experience and recommendations for future groups at the meeting in October. A subcommittee was identified (Laura Bohn, Ashley Korenblat, Nan Anderson, Steve Burr, Mike Deaver, and Amy Roberts) and will begin the process.

IX. Other Business:

Outdoor Retailer Convention – August 11-14 - Salt Palace Convention Center

Please put this on your calendar. This is the largest Outdoor Retailers Show in the world.

1. Conference Recap

a. Western States Tourism Policy Council

i. May 15-17, 2005 – Reno NV

Mike Deaver gave an in-depth report on the conference. It was one of the best with one theme being “Meeting the Challenge – Recreation on Public Lands.” (See handout of the same title.)

b. Utah Tourism Conference

i. May 11-13, 2005 – Cedar City, UT

To be discussed at a later date.

2. Lake Powell Ferry:

Coordinator Lynn Stevens encouraged funding for the Ferry because of the impact on schools (some students use the ferry twice a day); emergency services, law enforcement; and any kind of rescue. It also provides access to both sides of the lake. Many things indicate that the Ferry needs to be kept open.

Motion: Commissioner Michael McKee made the motion to draft a letter of support and recommendation to the Governor to keep and maintain the Lake Powell Ferry and Dennis Stowell of Iron County (among others) seconded the motion which unanimously carried. Mike Deaver will draft the letter.

X. Schedule Next Meeting:

- a. **October 13th, Thursday 10-4:00 on Capitol Hill in the Olmsted Room**
- b. **Conference call for workgroup – Monday, July 11 8 a.m.**

XI. Adjourn:

2:30 p.m.

Action Items:

- **Mike to procure funding for working groups. He will try to meet with Lieutenant Governor Herbert and Governor Huntsman regarding this and the fact that the Task Force has never had funding.**
- **Teleconference call to be made on Monday, July 11th at 8:00 a.m.**
- **Working group to meet including; Laura Bohn, Ashley Korenblat, Nan Anderson, Steve Burr, Mike Deaver, and Amy Roberts**
- **Contact land managers and carefully decide what information to request.**
- **Open up the survey to recreation groups. (Utah Horsemen, etc.)**
- **Ashley/Laura - Leigh von der Esch encouraged the Task Force to make sure the promotional arm at the county level is aware of the survey.**
- **Laura – Request all published travel information from each county.**
- **Ashley - to contact potential panelists for the Rural Summit and notify Wes Curtis.**
- **Mike Deaver - A letter of appreciation for his service, signed by Governor Huntsman, is to be sent to Glen Zumwalt.**
- **Nancy - to order a.m. and p.m. beverage service besides lunch for longer meeting in October.**
- **Nancy - to schedule Olmsted room on Capitol Hill.**

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